

Notes
Seabird Colony Protection Program (SCPP)
Outreach and Education Working Group Meeting

October 25, 2006, 10:00 am – 3:00 pm
The Presidio, Building 991

10:00 am - Welcome, introductions, program briefing, and review of agenda
Karen Reyna

Attendees:

Randy Parent- Member, Coast Guard Auxiliary
Aeutia Scott- Natural Resource Management Specialist, Presidio Natural Resources, National Park Service
Chris Hellwig- Biologist, Alcatraz Island
Melissa Pitkin- Education and Outreach Program Director, PRBO
Ken Frazier- Beach Watch Volunteer and Pilot
Nelle Lyons- Western Snowy Plover Program, California State Parks
Bob Breen- Education Seat, Gulf of the Farallones Sanctuary Advisory Council
David Shaw- Director of Communications, Golden Gate National Parks Conservancy
Vivian Matuk- Environmental Boating Program Coordinator, CA Boating and Waterways/CA Coastal Commission

Hosts:

Carol Preston- Education Coordinator, Gulf of the Farallones National Marine Sanctuary (GFNMS)
Karen Reyna- Resource Protection Specialist, SCPP Program Manager, GFNMS
Kelley Higgason- SCPP Program Specialist, GFNMS
Sage Tezak- SCPP Outreach Specialist, GFNMS

Discussion:

- Chris stated that Alcatraz can be used as a tool for education, they have 4000-5000 visitors a day
- Melissa also believes Alcatraz is a good site for outreach; feels you could bring pilots, kayakers, etc. there to teach them about seabirds; good classroom venue

10:30 am - Review of Outreach and Education year one Action Plan priorities
Carol Preston

10:45 am - Discussion of Strategies OA1, OA2, OA3, and OV1 and working group suggestions
Carol Preston

Discussion OA1 and OA2:

- Randy and Ken pointed out that there are two different flight books (Fly California Book and a smaller book that is brown in color), the map from the brochure can be published in the flight books on the HMB page, etc.

Action>> Randy can get information on both books

- Randy and Ken suggested always using colored paper, to print on one side, and to use no smaller than 14 pt font, also suggested deleting the side with the disturbance information and

to make sure the website information is there instead if pilots do want to reference it, couple the map with the "It's the Law" section

Action>> SCPP Staff- Add to website "pilots" link, possibly add facts on the map itself instead, reformat pilot brochure

- HMB is a good airport to target
- Ken recommended "scaring" pilots for their own safety, bird strikes are a serious issue for small planes, there are blurbs on the aeronautical special use chart for San Francisco about areas where birds may be a danger
- Pilots want to comply, if they have the info they will
- Randy stated there are three main types of commercial aircraft
 - law enforcement,
 - media (ENG- Electronic News Gathering)
 - tour companies
- The toughest group is the USCG, we should try to target them for routine control
- AOPA magazine- There is a section called "Pilot Council" which is written by an aviation attorney, we could try to write an article for this

Action>> SCPP- Subscribe to magazine, send in an article (possibly partner with Roy Lowe, USFWS, Oregon Coast National Wildlife Refuge Complex?)

- Melissa stated it would be a good idea to get a pilot representative as a spokesperson
- Randy stated we should target AOPA to get our message out, their website reaches thousands and they can target local groups through their email
- For pilots we should focus on two reasons why they should avoid seabird disturbance- protection of wildlife and personal safety
- Vivian asked if there were supply stores that we could display at. She suggested a display with wallet cards they can take, etc.
- Can also approach flight schools
- Petaluma and Palo Alto airports have a pilot shop
- Add information that would be helpful for pilots- approach control frequencies, information from flight maps

Action>> SCPP staff- develop a display for pilot shops

- Randy discussed an intercom frequency called Golden Gate Traffic (124.30). It was established for commercial operators in San Francisco Bay and along the coast. It is used by police, ENG, seaplanes, etc. as a collision avoidance tool. Biologist etc. could possibly access this and give alerts, the general aviation community doesn't really know about this though
- Ken suggested researching radio station licensing first since this is licensed for aviation
- Randy mentioned the publication How to Fly a Bay Tour

Action>> Randy will email this to Kelley

- Another target for information would be fix based operators and airport lounges, they have bulletin boards that you can post to

- Also look into flight reviews- pilots renew their license every two years, possibly add the seabird map to this review, also target instructor renewal course
- The 2000 ft law would be a good question that a student is likely to miss, they want questions like that for new pilots

Action>> SCPP staff access feasibility of adding seabird information to these courses

- The group really likes the Oregon poster. We should put our poster in flight shops near notices for planes for sale, etc., and then move it around throughout the year

Action>> SCPP staff hand poster in flight shops, airports, etc.

- For the pilot mailing, Landings.com has databases for pilot addresses, so does AOPA. We should contact all airports within two hours of our program area
- Randy offered to take staff on a flight, Melissa also wants to go. This will give us an opportunity to see what a compliance flight looks like,
- OA2: Randy and Ken believe we have more control over air show participants because we can contact them directly and they are not anonymous. They also must fly in particular areas. There is not as much control with the pilots flying in. We need to do outreach to both though.
- Airborne law enforcement in the Bay Area, there are two airborne law enforcement associations

Action>> SCPP staff obtain association names from Randy

- Possible Events-
 - Salinas air show
 - AOPA convention
- Put the overflight map in registration packages
- Ken suggested that for the public we should show different birds and the size of each (esp. a pelican) and then put it in front of a windshield to show the size ratio. This sends a message to pilots to protect themselves.
- Vivian believes in giving positive message, but we should show that there is a problem. She suggested that we should get a mascot (cool character) and base our campaign on social marketing
- What we need is a multi-media display
- Ken also suggested contacting the pilots who do the banner towing at Mavericks for our message

12:00 pm - Lunch (provided)

12:45 pm – Continue discussion of Strategies OA1, OA2, OA3, and OV1 and working group suggestions

Carol Preston

- We should contact AOPA and EAA because they have direct email to many pilots, they want positive publicity for aviation, would probably be willing to work with us
- Poster and pilot brochure map next to “for sale” bulletin, make sure brochure can fit in flight guide
- ALEA, NCALEA, HAI (helo association) EAA- all have local chapters, there is also the Petaluma Pilot Association

- On brochure, note that there is a web cam on Devil's Slide with the url, put a binoculars or camera symbol next to the url

OV1:

Vivian-

- Suggested targeting boat shows and events, marine supply stores, word of mouth
- Stated there are two main groups private marinas and public marinas
- Also, Recreational Boaters of California, Northern California Marine Association, PACYA (yacht clubs)
- We should approach boat show organizers to have a booth in education area for free- there are two big shows here: Sacramento and Jack London Square
- Over 80% of boats in California are trailered, we need to target boat launch ramps, keeping in mind boats move all the time
- Has a state-wide database of all the boating facilities

Action>> SCPP staff obtain database from Vivian

- Marine supply stores- we should partner with West Marine, Vivian has developed a display with them, it is distributed to all stores throughout California with wallet cards with very specific points, she also has a list for all stores throughout California

Action>> SCPP staff obtain marine supply store list from Vivian

- Next year she will be starting a new campaign and sending out clean boating posters to marinas, launch ramp kiosks, etc.
- Publications- Latitude 38, The Log, Bay and Delta Yachtman
- She recommends using tide tables as outreach
- Word of mouth- Dockwalkers are volunteers who train boaters how to be clean and green, hand out tote bags with tide tables, laminated cards that are 3-holed punched, floating key chain, oil absorbent pillow, etc.

Action>> SCPP staff obtain Dockwalker tote bag from Vivian for an example

- Boaters like maps, we should do more maps, we can include emergency phone numbers on back in English and Spanish. Print on waterproof paper, we can do a large map like the Delta program.
- Vivian will take 5000 of whatever we produce to include in Dockwalker tote.
- There is a new radio station for boaters on every Sunday that Vivian has a contact for. We could announce the start of the breeding season and our campaign when it is developed.

Action>> SCPP staff obtain more information and contact from Vivian regarding this program

- Publication: The Changing Tide- has Northern, Delta and Southern California chapters, we can work with Vivian to get an article in, and can also go to quarterly meetings.
- Vivian could link our website from hers

Action>> discuss article potential with Vivian and get SCPP website linked

- Marine debris- monofilament fishing recycling stations, this has been set up in the Delta, you can use PVC tube to drop the debris down. Berkeley also has a program where you send them your nets and they then reuse them.

Working Group discussion-

- We should also target fishing operators (i.e. party boats) and ecotourism
- We could set up a temporary container for nets with monofilament recycling tips
- Fishing license holders
- Need to get message to passengers as they board, i.e. in Fisherman's Wharf (Port of San Francisco)
- Commercial operators renew their license every 5 years, also must register boat each year, target this for disseminating info
- Kayakers are also a big disturbance- Melissa has done outreach with Bay Area Sea Kayakers
- We need to figure out how many ecotourism groups there are in this area

Action>> SCPP staff compile contact information for ecotourism operators within the SCPP region

- Give something like a Green Business Certification for seabirds (wildlife disturbance)
- Randy saw 100% compliance in Kenya to not get too close because animals will not come back, and therefore there would be no more industry
- Training for ecotourism leader, also have naturalists on their boat that would monitor and provide information
- Work with Zeke Grader and influential fishermen to get the word out, use them to help in the field
- Seabird Aware- possibly produce a wallet card also and have it laminated
- We should produce spiral bound cards with this info, include where to report violations
- Melissa has a pocket guide template
- Produce a bird ID card that is front and back with disturbance information- Melissa has a card like this
- Also a laminated card for Alcatraz, Fitzgerald Marine Reserve, etc. that people could use while touring
- Produce the template in a program that we all have and we can adapt for each need
- Get the state number for injured, etc. wildlife

Action>> SCPP staff work with Melissa and PRBO to produce various informational cards, and obtain state reporting number

2:15 pm - Program communication needs

Karen Reyna

- Karen presented the scope of work for a SCPP Communications Specialist
- David stated that it would be hard to get all of this scope in one person, messaging is one job and design is another
- Vivian also suggested working with two people, and to include the amount of money available in the scope of work
- Randy recommended Ron Darcy (510-333-8910) who ran his own publishing firm and was a designer. We could have him look at this for feedback and also see if he would be interested in the job. He is the Auxiliary media and publications person.

Action>> Karen contact Ron Darcy

- The Park Service works with college students who are getting their masters, we could use them for graphic design especially, David was recently contacted by CCA and he could pass their information along to us

Action>> SCPP staff obtain CCA information from David

- Do not include wildlife knowledge in scope of work
- Vivian can send us a list of graphic designers

Action>> SCPP staff obtain list of graphic designers from Vivian

- David has worked with a firm who assisted pro bono in developing a messaging architecture
- Brainstorming key messages:
 - a. Still recreate but do not disturb birds
 - b. Humans and birds can co-exist this is not impossible
 - c. Preservation for future generations
 - d. This is the place for seabirds, it is not like this everywhere
 - e. Huge population for seabirds and humans (8 million, numbers for birds) 1/3 of the worlds population breed on the Farallones
 - f. Did you know... anthropomorphic approach- seabirds are long lived, mate for life, males and females care for young
 - g. Variation of old saying of "all your eggs in one basket"
- Chris- At 8:45am he can take groups out to Alcatraz for free (up to 25-30)
- Chris likes the second message from the workshop, we should highlight the fact that seabirds go to the same spot every year
- Illustrate different types of disturbance behaviors
- Public often believes- Birds fly, why is there a problem?

2:30 pm - Meeting wrap-up and next steps

Karen Reyna

- Next meeting- schedule after Jan 22nd and before February
- Figure out tasks we want done before breeding season and send out to the working group

3:00 pm - Adjourn